

大同大學 九十二 學年度研究所碩士班入學考試試題

考試科目：經營概論

所別：事業經營研究所

第 1/1 頁

註：本次考試 不可以參考自己的書籍及筆記； 不可以使用字典； 不可以使用計算器。

- 一、 Management is concerned with efficiency and effectiveness. Please
 1. Define what is management and describe management functions in some details.
 2. Explain what is efficiency and what is effectiveness, and take an example to differentiate between the two terms. 15%
- 二、 Explain what are the forces that dictate the rules of competition within an industry (Porter's five forces model) and take TFT-LCD industry in Taiwan as an example to describe the model. 15%
- 三、 Describe the pros and cons of job specialization and the alternatives to job specialization in detail. 15%
- 四、 Planning is a vital part of management process, what does it means by the term planning? Explain in detail. Planning is also a vital part of Deming cycle, explain what is Deming cycle in some details. 15%
- 五、 Both traits theory of leadership and charismatic leadership theory are important leadership theories. (1) Traits theory of leadership isolating characteristics that differentiate leaders from nonleaders. Describe the key traits that differentiate leaders from nonleaders. (2) Studies on charismatic leadership have been directed at identifying those behaviors that differentiate charismatic leaders from their noncharismatic counterparts. Describe the key characteristics that appear to differentiate charismatic leaders from noncharismatic ones. 20%
- 六、 Differentiate/explain the following terms in some details in Chinese : 20%
 1. stockholder vs. stakeholder
 2. halo effect vs. stereotyping
 3. job specification vs. job description
 4. power vs. authority
 5. perfect rationality vs. bounded rationality